

**Amendments to the Drawing**

The attached sheet of drawings includes changes to FIG. 31. This sheet, which includes only FIG. 31, replaces the original sheet including FIG. 31. In FIG. 31, the reference number "3140" has been changed to -3100- match the text of the Specification.

## **REMARKS**

Claims 72-79 are pending in the application. By this paper, the Specification is corrected at two places, one Replacement Sheet of drawings is provided and claims 72, 74, 75, 77-79 have been amended. Reconsideration and allowance of the application is respectfully requested.

### **Amendments to the Specification and Drawing**

The Specification stands objected to for informal matters at page 1, lines 6 and 7. By this paper, the paragraph beginning at page 1, line 5 has been rewritten to adopt the language recommended by the Examiner. Accordingly, withdrawal of the objection to the specification is respectfully requested.

The drawings stand objected to as failing to show all reference signs mentioned in the description. Specifically, the Examiner points to "Web pages 18" and "workspace 3100." Correction has been required.

With respect to "Web pages 18," this has been corrected by amending the Specification at page 24, line 24. As corrected herein, the text reads "Web pages 30," making this portion of the disclosure consistent with FIG. 1 and the remaining text describing FIG. 1. With respect to "workspace 3100," a replacement drawing sheet is submitted herewith. On the drawing sheet, reference number 3140 has been corrected to read 3100. No new matter is added by either of these amendments, both of which are made solely to conform the drawing to the specification. Withdrawal of the objection to the drawings is respectfully requested.

### **Amendment to the Claims**

Claims 72, 74, 75, and 77-79 stand objected to for several informalities. By this paper, these claims have been amended to improve and clarify the wording of the recited subject matter. Applicants thank the Examiner for her careful review of the claims and helpful suggestions.

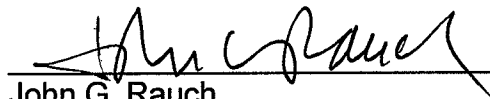
Claims 72-79 stand rejected under 35 U.S.C. § 112, second paragraph, as being indefinite. The office action asserts that portions of lines 5 and 6 of claim 72 are indefinite and ambiguous. Further, the office action asserts that portions of lines 12-23 are indefinite and ambiguous. Correction has been required.

By this paper, claim 72 has been amended to delete the reference to "an advertiser-associated search listing" and substitute "the search listing associated with an advertiser" therefore. Similarly, claim 72 has been amended to include an account management server. The account management server is recited as performing the actions formerly recited as being performed by the search engine. No new matter is added by this amendment. Rather, support is found in the specification at FIG. 1 and the text associated therewith, including page 20, line 17-page 21, line 20; page 28, lines 13-24 and page 44, lines 21-30. The amendment is made merely to clarify the structure forming the claims database searching apparatus and to conform the claims to the specification

Accordingly, withdrawal of the objections to and rejections of the claims is respectfully requested.

With this response, the application is believed to be in condition for allowance. Should the examiner deem a telephone conference to be of assistance in advancing the application to allowance, the examiner is invited to call the undersigned attorney at the telephone number below.

Respectfully submitted,



John G. Rauch  
Registration No. 37,218  
Attorney for Applicant

May 29, 2007  
BRINKS HOFER GILSON & LIONE  
P.O. BOX 10395  
CHICAGO, ILLINOIS 60610  
(312) 321-4200